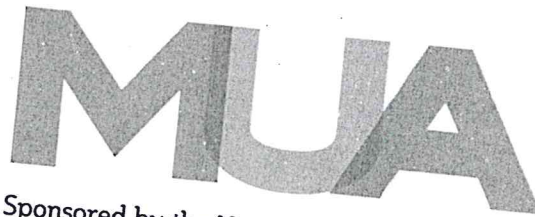


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

BMT 403: NETWORKING STRATEGIES
DATE: 7th APRIL 2017

DURATION: 2 HOURS
MAXIMUM MARKS: 100

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the following Case Study carefully and answer the questions that follow:

BOY SCOUTS OF AMERICA & UNITED WAY OF AMERICA (2000s)

In June 2000, the U.S. Supreme Court ruled that the Boy Scouts of America is a private organization that has the right to establish its own membership and leadership standards – that right is protected under the U.S. Constitution's First Amendment right of expressive association. This protection allow the Boy Scouts of America to exclude homosexuals, whom the organization believes are not appropriate role models, from serving as Boy Scout Troup leaders. Some troop leaders whose sexual orientation has become known are now being terminated from their leadership responsibilities.

The United Way of America is a national service organization that has had a long history of funding the Boy Scouts of America. However due to the recent Supreme Court ruling, the United Way is in a dilemma. The United Way can fund those organizations that are willing to sign an agreement that contains a non-discrimination clause, which protects the rights of homosexuals. As a result a number of local United Way offices chose to withdraw their funding of the Boy Scouts of America, "In September 2000 alone, the Scouts lost nearly \$530,000 in charitable aid as they decided to end relations with the group because it excludes gay people."

Required:

- a. Due to the long history of relationship between the Boy Scouts of America and the United Way, which negotiation would be best in this dilemma, "Distribute Bargaining" or "Integrative Bargaining"? Explain your answer. (10 marks)
- b. Which negotiation style would be most effective "Collaborating" or "Compromising"? Explain your answer. (10 marks)
- c. The Boy Scouts members from around the world would like to form a networking group. Which method would be the most effective? (5 marks)

QUESTION TWO

- a. Define networking. Why is networking beneficial for those who own, manage, or run businesses and companies? (4marks)
- b. Describe the different types of networking groups (6 marks)
- c. Mention five strategies to make business networking successful (5 marks)

QUESTION THREE

- a. Describe five barriers to communication in networking (5 marks)
- b. Give an example of a leader who uses "Relationship Theory" (4 marks)
- c. Explain the three myths about leadership (6 marks)

QUESTION FOUR

- a. Discuss the benefits of network leadership (5 marks)
- b. Mr. Kilonzo is famous for his negotiation skills, he always proposes extreme measures – usually bluffs – to get his other colleagues to give him what he wants. Is this negotiation tactic known as "Bogey" or "Chicken"? Explain your answer. (5 marks)
- c. You have been selected to participate in a negotiation, on condition that you only use "integrative negotiation." Explain how you would utilize this method? (5 marks)

QUESTION FIVE

- a. The CEO of ABC Carpet Company has approached you to assist him with improving the "impression" of his business to consumers using social media. Outline a strategy for the CEO. (9 marks)
- b. Define a trademark? Given an example of trademark infringement? (6 marks)

QUESTION SIX

- a. Differentiate Corporate Social Responsibility from Creating Shared Value.
(4 marks)
- b. Describe what a shared vision do for your company? Give three reasons.
(6 marks)
- c. Describe the future ethical challenges of social networking services and cybercrime. Give an example.
(5 marks)